

News for college-bound students and their families

Winter 2007

The Bentley Buzz

Project Courses

Corporate partnerships bring learning to life

Bentley believes in providing students with hands-on experience in the classroom and opportunities to work side-by-side with real-world companies. That's why the college offers project courses, in which company management and students collaborate in specialty labs, like the Center for Marketing Technology (CMT), to solve current, real-world business problems. These classes are not internships, and they're not part-time jobs — they are collaborations with company executives, in the classroom, to find solutions to company initiatives and problems. They are similar to internships in that they provide students with the opportunity to meet successful corporate executives and learn how they approach problem-solving, but as with other classes, students are responsible for the research, analysis and development of solutions. This past fall, Bentley welcomed Subway to campus.



Alumnus John Hurley '91, Subway's director of operations for 21 counties in northeastern New York, was eager to return to Bentley with his latest business proposition. As part of the Subway team, he is helping to evaluate the introduction of a new, nontraditional product — pizza — to the restaurant's product line. Currently, Subway is testing pizza in 3,000 stores, and Hurley is eager to learn if pizza could be a profitable venture for all Subways. Along with other Subway team members, Hurley is actively engaged with the GB 301 (Integrated Business Functions) class, attending classes, and connecting with students via e-mail and voicemail. This fall, students worked hard to help Subway decide whether to incorporate pizza into the menu in the rest of its stores.

At the end of the semester, students presented their findings to Subway executives. All student groups came to the same conclusion, recommending the addition of pizza to the Subway menu. They concluded that the idea of pizza was well-received by customers, and it could be incorporated into the menu at a relatively low cost to the company. The students came to this conclusion through extensive research, focus groups, customer interviews and surveys. In addition, they were able to tap into the extensive databases at the Bentley Library and were even able to share some new insights with Subway.

"We were thoroughly impressed by the work of the Bentley students," Hurley said. "The quality of the work went well beyond our expectations."

Students presented their findings on the expected total investment, return on investment, and projected revenue for five years out. They also prepared marketing plans and evaluated the necessary operational changes. Subway has utilized these presentations to help convince franchisees throughout the Boston area.

"There is no better way to bring together marketing, finance and operations components to this course than giving students the opportunity to apply their learning in a hands-on way with a real company," said professor John Landsman, who taught the class. "These courses truly bring learning to life."



Nathan Sigel '04 has been interested in the restaurant business for as long as he can remember. Now, with a Bentley management degree under his belt, he's the owner of a successful restaurant on the hip strip of Moody Street in downtown Waltham.



TEMPO

Q: When did you decide you wanted to get into the restaurant business?

A: When I was 2 years old. My oldest memory is going to my grand aunt's house, which had a swinging door between the kitchen and the dining room. I used to grab a little notepad and pretend to be a waiter. I started cooking when I was really young, and I was always into it. On my 14th birthday, I began working in a French bakery and started to try and learn everything about the business. I just kept learning from there.

Q: How did your Bentley education help you with the restaurant?

A: I used everything I learned in GB 301 [Integrated Business Functions] when I started this restaurant, including financial statements, financing proposals, and the whole business plan. I often describe Bentley as almost an "undergraduate graduate" school in business. It provides such a good foundation.

I couldn't say better things about Bentley. You know the professors, and they know you. For me, the environment is much more conducive to learning than a bigger school with huge lectures. Everyone is very helpful. If you want to learn, it's a great place to be.

Q: What would you suggest to a student who is interested in getting into the restaurant business?

A: I've found an amazing number of people who say they want to own a restaurant, but have never worked in one. I suggest finding a job in a good restaurant, getting a little bit of experience, and working your way up. If you want to get into it as a business, you have to learn everything.

For the complete interview, visit www.bentley.edu/buzz/tempo.

: Bentley student organizations make a difference

Imagine: Your high school track, shortly after sundown. Volunteers scurry around with lighters, hovering over paper bags, each one filled with sand and a candle. Hundreds of these luminarias surround the track, sometimes three to five deep. Each one has a name on it — the name of someone who is fighting, has survived, or has passed away from cancer. The sight calls to mind all of the people who have faced the disease and a hope that it will one day be eradicated.

Once you attend a Relay for Life, hosted by the American Cancer Society, you're never the same. This was exactly my experience.

My name is Leah Jones '08, and I'm one of the presidents and founders of the Bentley chapter of Colleges Against Cancer (CAC), a nationwide organization of college communities banding together to educate, advocate, support survivors, and initiate Relay For Life on their campuses.

Having spent a great deal of time in high school on Relay for Life, I knew I wanted to stay involved

with the American Cancer Society while attending Bentley. Once I discovered CAC, I worked with a friend to launch a chapter at Bentley. We went through an application process and made a presentation before the steering council of the Association of Bentley Activities (ABA). We were approved last November, and soon began to get to work.



Right away we started planning our first event, the Great American Smokeout. We organized and distributed information on cancer education, and coordinated a cigarette turn-in incentive program in which students could trade in cigarettes for

candy and Dunkin' Donuts gift cards. Our goal was to get students, faculty, and staff to pledge not to smoke or to support those who vowed not to smoke, and we were successful in gathering 862 pledges. We now look forward to the upcoming months, in which we will continue our focus on cancer education and advocacy and the plans to host a "Kiss-Away Cancer" event for faculty and staff in February. This spring, we are promoting skin cancer awareness before students head off for spring break, and are eager for our biggest event, Relay for Life, in April.

Getting involved in an organization is a great way to meet people and learn new skills. It's even better if you can get involved in a cause and really make a difference. Check out all the opportunities at Bentley to support your favorite cause, or — like me — start your own.

For more stories like this, visit www.bentley.edu/buzz/getinvolved.

A LITTLE BIT BUSINESS, A LITTLE BIT ROCK 'N' ROLL

This fall, Bentley welcomed Greg Clayman, senior vice president of wireless media at MTV Networks (MTVN). Clayman is responsible for all MTV Networks brands, including CMT, Comedy Central, Logo, Nickelodeon, Spike, Tempo, VH1 and all MTV channels. His team creates content and video for mobile phones, and works with partners around the world to build distribution.



"Our research shows that the mobile phone is the device of choice, and we want to put content where our audience wants it," Clayman says.

The ability to film, share, and produce video on a mobile basis is still in its infancy. Clayman's group works to learn what young people want

on their phones, and collaborates with wireless carriers, talent, and record labels to create and deliver it. Music, however, remains the focus at MTV.

"Online and mobile are just more ways to get back to the music, and we're starting to premiere music videos on mobile phones," Clayman says. MTV also recently launched URGE, a music-download service.

Mobile media is growing fast at MTVN, currently the largest distributor of mobile video in the world. Some examples of content managed by Clayman's group include clips from an after-show to a popular program like *Laguna Beach*, comedic monologues, and exclusive made-for-mobile content. And, it's just the beginning. This is exactly why Clayman came to visit Bentley students.

"The idea was to interact with students and talk to them about what we're doing at MTVN," he says. "We wanted their feedback on what they found interesting, and what they didn't."

After fielding questions and talking with the students, it was time to tour the campus. First stop: the Center for Marketing Technology (CMT).

"The Bentley facilities — the focus group rooms, the technology — were some of the nicest I've ever seen," Clayman says. He was so impressed that he has committed to a MTVN/Bentley partnership next year.

There was so much interest in MTVN and Clayman's group that Bentley decided to give a student the opportunity to travel to New York and shadow Clayman and his team. Robert (Bobby) Forgione will spend the day attending meetings and working with staffers in distribution, marketing, and product development to get a feel for how the operation works.

Clayman also reached out to students in another way — he invited students to e-mail him and view his blog. (You can check it out at www.twofones.com.)

"The Bentley facilities were some of the nicest I've ever seen."

So, what skills are needed in a career like Clayman's? You have to be fluent in the language of people and their businesses. The ability to work with people in creative and digital fields, wireless carriers and manufacturers is important, and you need to understand their work. Clayman's recommendation for students considering his line of work? Take the job!

"I know young people who weren't interested in a job because it wasn't exactly what they wanted," he says. "My recommendation is just do anything you can to get in the door and show that you add value. Then you can move around."

Stay tuned for MTV's return to Bentley.

Bentley draws Disney's attention

In December, Bentley served as host to Disney and actor Dwayne "The Rock" Johnson as they filmed scenes for the upcoming film *The Game Plan* in the Dana Athletic Center.

The movie centers on an NFL quarterback ("The Rock"), who is living the bachelor lifestyle when he discovers that he has a 7-year-old daughter from a previous relationship. The movie also features Kyra Sedgwick from television's "The Closer."

The crew, which consisted of about 250 people and more than 5,000 extras (mostly locals), quickly went to work preparing the athletic facility for its film debut by making some adjustments, including hanging "Boston Rebels" banners and painting the locker rooms with team colors. Keep your eye out for the movie, set to be released next year, and our first-class facilities, which were able to draw the attention of Disney.



Internships provide a glimpse at your future

Internships allow students to really learn about their chosen field, and experience an inside view of companies and the work. At Bentley, we impress upon students the value of internships in further discovering their interests, gaining experience for their résumé and making all-important contacts that can lead to jobs after college. Many graduates go on to receive job offers as a direct result of their internships. Ninety-four percent of students complete at least one internship and 81 percent participate in more than one during their time at Bentley. Here are a couple of examples of recent student internships.

To read about other internships, visit www.bentley.edu/buzz/internships.

ALYSSA GAINES '07

- Executed creative mailings and product requests to top magazine editors
- Assisted in planning a series of new store openings and re-openings
- Managed product inventory and displays

Estée Lauder,
New York, Origins
Public Relations
Intern

“ Working in the global communications department at Origins, a division of Estée Lauder, was an amazing experience. I worked on 5th Avenue in Manhattan and learned about marketing and public relations firsthand. I had exposure to a variety of roles and had the chance to attend events, which were great learning experiences, as well as being a lot of fun. I was able to get an inside view of the fashion/beauty industry and would like to return to that after graduation. Since coming back to Bentley, I’ve been able to help out on other events for Origins, including “Beantown Blitz,” a store opening in Boston that featured singer KT Tunstall. It was great to take what I’ve learned in my classes and put it to use in my internship. The upside of an internship is that if you can show that you add value, people at the company remember you, which can lead to a future position. ”

CHRISTOPHER DIPIETRO '08

- Attended major events to evaluate stadium operations in the following areas: parking, security, advanced sales, vendors, food quality, food-station appearance, staff helpfulness and friendliness, guest services, and restroom and concourse appearance
- Notified manager and security of any issues needing immediate attention, including medical emergencies
- Reported to upper management at the end of each event detailing experience and suggestions for improvements that could be used to perfect stadium operations

New England
Patriots,
Massachusetts,
Quality Control
Intern

“ When I visited Bentley, I felt that it was the right fit for me. Now that I’m here, I’ve been able to really get involved, through organizations, internships and events on campus. My internship with the Patriots was a great way for me to learn more about what I want to do after graduation and the type of company I want to work for. I continue to attend career fairs, workshops and career nights on campus, which offer a great opportunity to hear about various career paths and personal experiences of alumni and local workers, and are a great way to network with potential employers. I am continuing to work on developing my skills to help me stand out after graduation. My advice to students looking at colleges would be to consider all the options. I love Bentley, and although it wasn’t originally what I thought I wanted, it’s been a great place for me. I’m confident that my experiences will benefit me long after I leave here. ”

Campus Events

Spring

- Black United Body Fashion Show
- Singled Out
- Super Bingo
- Step Competition
- The Price is Right
- Lip Sync
- Battle of the Bands
- Midnight Madness
- Women’s Recognition Dinner
- Festival of Colors
- Bentley Ball
- Take Back the Night
- Greek Olympics
- Bob Saget — Comedian
- Spring Day Event and Concert
- Breakfast by Moonlight
- Relay for Life



10 PEOPLE YOU SHOULD KNOW AT BENTLEY

1. Michael Caliva Student Government President

It is my responsibility to make sure that student feedback and suggestions are heard by the administration. The hard work of the student government board has played a significant role in the return of Napster to campus, the development of new meal plans, and campus renovations.

2. Donna Kendall Executive Director of Financial Assistance

My team and I work to prepare a financial aid budget that provides more than \$40 million in Bentley grants and scholarships to undergraduate students. We determine eligibility for need-based financial aid, including grants, loans, and work-study programs.

3. Caitlin Blasco Director of Career Services

The career services office helps students identify and achieve their career development goals. Our services include one-on-one advising appointments, skills-based workshops, networking forums and recruiting visits by top-tier global organizations.

4. John Piga Director of Residence Life

I supervise all residential directors and assistants who live on campus. Together, the RDs and RAs have the task of creating and maintaining a sense of community through student interactions, including planned activities that are both social and educational.

5. Jeannette Buntin Director of Multicultural Student Services

My office helps to provide the resources and support needed to increase cross-cultural appreciation and understanding among students, faculty and staff. Through programs, services, mentoring systems, and other community-building opportunities, my staff and I advocate for the academic success of students.

6. Fred Bachofner Computer Resource Center

I’m responsible for the Mobile Computing Program at Bentley. We supply each full-time undergraduate student with a state-of-the-art mobile computer that is loaded with up-to-date hardware and software. My goal is to make sure all students are happy with their computers and are well supported.

7. Doreen Floyd Director of Student Activities

I direct the student activities program at Bentley, providing students with a co-curricular experience that is cultural and recreational as well as social. We manage the programs and events for more than 80 student organizations, assist students in the creation of new organizations, provide leadership training and support Greek life, among other initiatives.

8. Andrew Shepardson Dean of Student Affairs

My objective is to provide students with the resources necessary to attain academic and personal goals. Our office — staffed by enthusiastic and knowledgeable professionals — works with students from orientation through commencement, in clubs and organizations and as they participate in events such as Baccalaureate and senior week.

9. Erika Vardaro Director of Undergraduate Admission

My staff and I interact with prospective students and their families to articulate the benefits of a Bentley education. We also seek to understand each student and his or her goals. We look to enroll the most qualified students from across the globe to fill the limited number of spaces we have available.

10. Geraldine Taylor Director of Student Health Services

I oversee all health care provided to our students. As a nurse practitioner, I also provide health care to students myself. I also serve as assistant dean for health and prevention, which requires managing programs and policies to foster a healthy environment. This includes preparing for and responding to public health issues and overseeing health and alcohol education and prevention efforts.

Spotlight: Faith Flourishes on Bentley Campus

It is a Friday afternoon, just after 1:00 p.m. On the top floor of the Bentley Student Center, the early-winter sun bathes a meeting room, known as the Sacred Space, in warm hues that seem to invite tranquility. About 20 Bentley students kneel on prayer rugs and, facing Mecca, recite the Jumma Prayer after completing their ablutions — ritual cleansings — in a small adjacent room, complete with a wall-length sink and several faucets.

Just a few hours later, in that same room, Jewish students will gather for the Shabbat service, followed by a shared meal. On Sunday afternoon, the Sacred Space will host a Protestant worship service at 4:00 p.m., followed at 7:00 p.m. by a Catholic Mass. Later in the week, a Buddhist meditation service will be held.

To say that the Sacred Space is an active place could be considered an understatement, especially for an interdenominational spiritual center at a business college. The high traffic is no accident, however, says Fr. Claude Grenache, AA, a Catholic priest and director of the Spiritual Life Center at Bentley for the past six years. The Sacred Space is busy because Bentley invests in people and programs that provide spiritual opportunities students want.

It begins with financial support for spiritual life staff and for organizations that enrich spiritual life on campus, including the Bentley Christian Fellowship, the Newman Catholic Club, Hillel, the Bentley Muslim Association and the Organization of the Hindu Mind.

Grenache and Reverend Katrina Agard, a Protestant minister, provide a full-time presence, augmented by Rabbi Jeffrey Foust, who also leads a Waltham synagogue. In addition, three faculty advisers work with students who are Muslim, Buddhist or Hindu.

“We want to make a statement that every religious tradition has a place on this campus and all are respected,” Grenache says.

This is reflected in administrative support for spiritual development and in the teaching of values, as well as the encouragement for organizations dedicated to helping others. Grenache has observed a correlation between student participation in religious services and their involvement in organizations such as Habitat for Humanity,

Circle K (a service organization) and the Bentley Service-Learning Center.

“For a school like this, it’s really remarkable for these organizations to be recognized and funded. You won’t find that level of commitment at many other area schools,” Grenache says.

Bentley students can explore the topic of religion from an academic as well as a personal perspective in courses such as Sacred Texts: Sacred Journey, Religion in the American Experience, and a number of others. Grenache will be introducing a new interdisciplinary course this spring entitled Religion in the Global Village.

“It’s simply part of a Bentley philosophy that says business students need more than just a business education to be successful, in their careers and in their lives,” Grenache says.

Want to learn more about Bentley?

TALK WITH US!

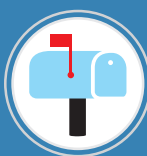


WE WANT TO HEAR FROM YOU

It’s your opportunity to tell us what you want to learn more about, and who you want to hear it from. We’ll do our best to include your ideas in an upcoming newsletter.

E-mail your thoughts to us at mythoughts@bentley.edu.

WAYS TO REACH US



MAIL:

Office of Undergraduate Admission
Bentley College
175 Forest Street
Waltham, MA 02452-4705



WEB:

www.bentley.edu



E-MAIL:

ugadmission@bentley.edu



TELEPHONE:

781.891.2244 or 800.523.2354

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Bentley Buzz contributing writers: Brianna Allard • Caleb Cochran • Leah Jones • Victor Schlitzer



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